

Northern Liberties Business Improvement District

RFP

Request for Proposals: Market Analysis RFP
March 14, 2019

www.explorenorthernliberties.org

About the Northern Liberties Business Improvement District

The Northern Liberties Business Improvement District (NLBID) was formed in 2018 to provide supplements to the municipal services of the City of Philadelphia; maintain a safe, clean and vibrant commercial district for the benefit of the residents, users, and owners within the district, and to citizens of Philadelphia and the region; to create opportunities for the business and residential communities to come together to make improvements to the district; and develop and implement programs and services that ensure that Northern Liberties continues to be a desirable place to live, work, shop, invest and visit.

Project Overview

Founded in 2018, the NLBID seeks a consultant to develop a market analysis report that provides the necessary data, and review of current and projected market conditions, to allow NLBID to effectively retain and attract businesses within the district. As a new organization, this “from scratch” project would provide the critical foundation of NLBID’s recruitment and retention efforts. In addition to the deliverables outlined below, analysis should also consider external retail trends in identifying business attraction strategies. Outcomes from this project will include data-driven, actionable recommendations to stabilize and strengthen the overall commercial mix in Northern Liberties while reducing storefront vacancy rates.

Project Scope + Deliverables

- Collect relevant data to aid in the attraction and retention of businesses within the NLBID boundaries, including but not limited to:
 - Updated commercial storefront inventory, including classification of business, estimated size of space, estimated rents, and permitted zoning uses;

- Analysis of market conditions of nearby (or otherwise similar) commercial districts, to identify the unique value attributes of Northern Liberties;
- Pedestrian traffic along Girard Avenue, 2nd, 3rd, and Spring Garden Streets, with NLBID boundaries as outlined below;
- Vehicular traffic along Girard Avenue, 2nd, 3rd, and Spring Garden Streets, with NLBID boundaries as outlined below;
- Public transit ridership along lines within and adjacent to NLBID boundaries;
- Demographic information for residents and visitors, also considering future residential projects and added density;
- Market segment saturation analysis to understand the types of uses that can complement the existing commercial mix.
- Meet with brokers and local knowledge experts to gather information and insights outside of what is detailed above.
- Collect contact information for both property and business owners identified in above inventory.
- Identify targets and strategies to develop a stable mix of independent and accredited commercial tenants for the long-term performance of the commercial district.
- A complete analysis of data gathered above that includes actionable steps and recommendations to improve the commercial mix within Northern Liberties.

Proposed Timeline

- Final Day for Questions April 2, 2019
- RFP Submission Deadline..... April 5, 2019
- Interviews Scheduled..... April 12, 2019
- Execute Service Agreement..... April 17, 2019
- Final Report Delivered to Board of Directors May 10 2019

Evaluation Criteria

The selection committee will evaluate the following criteria in selecting applicants for follow up interviews, and the awarding of a contract:

- Team’s experience in delivering similar products to place management organizations
- Team’s overall qualifications and demonstrated understanding of deliverables
- Project personnel, accessibility, and project management skills
- Overall cost
- References

The NLBID is committed to hiring and working with businesses within the district. While proposals will be considered from all qualified parties, special consideration will be given to submissions received from businesses operating within BID boundaries.

Project Study Area

The study area should include the entire Northern Liberties district boundaries, including:

MAP OF NORTHERN LIBERTIES BUSINESS IMPROVEMENT DISTRICT AND SERVICE AREA



Proposal Requirements

Responses to the RFP should include the following components:

- A brief history of the firm / team
- Proposed team members for the project, including their relevant work experience and proposed roles
- A brief narrative of the firm's past project experience, and how it relates to successfully delivering the items detailed within this RFP
- A list of at least three references
- Proposed schedule of costs and deliverables

Submission Information

Complete submissions should be sent as a single PDF to kmoran@explorenorthernliberties.org by April 5, 2019 at 5:00 PM EST. Questions or requests for additional information can be directed to Kevin Moran, Executive Director, Northern Liberties Business Improvement District at kmoran@explorenorthernliberties.org until April 2, 2019 at 5:00 PM EST.